

Shop smart for  
cashmere

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北京青年报  
BEIJING YOUTH DAILY

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## History in a bookstore

With a great-great-grandfather who tutored the Xuantong Emperor, it seems a love for books runs in Cui Yong's veins.

His Zhengyang Bookstore near Dashilan is devoted to rescuing and finding new homes for the city's historic tomes.



# Old men on the road



Rising pensions and plenty of free time have China's retirees leading the nation's trend in outbound travel.

Travel agencies have taken note.

Many travel agencies are creating new packages to help seniors, many of whom lack the confidence to travel solo, see the world.

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Forum meets  
to talk Web  
addiction

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Experimental  
artist shows  
latest work

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Soul-shaking  
tale of first  
lost love

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# Growing Internet addiction needs new solutions

By Liu Xiaochen

According to official data, the number of teenagers addicted to the Internet in China reached 24 million in 2009. On a forum was held at Yujinxiang Hotel, Chaoyang District to discuss the growing problem.

## Mobile Web may speed addiction

Increasing access to mobile Internet may make it harder than ever for Web addicts to kick the habit, according to a study published November 25 by the Teenage Internet Addiction Research Center of Beijing Normal University.

The report said that 88 percent of students have normal Internet use habits, and that only 1.4 percent qualified as extreme addicts. Another 10.6 percent of the students were considered "heavy users."

Internet addiction was most prominent among male players of online games, though some are habitual downloaders. Females were most likely to be addicted to social networks, blogs and chat services.

Wang Yin, a professor of Audio-Visual Education, was the report's primary author. She said South Korea did the first research on the effects of mobile Internet access on addiction.

"The move from computers to mobile phones is an inevitable trend," she said. "It is too easy to access and the content is very attractive."

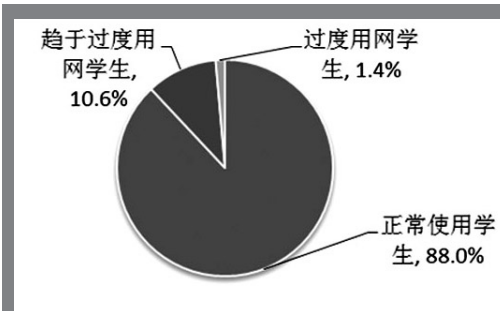
"Most families with young children have an iPad. It's just become part of society's expectation – like that you will buy a car to pick up your child from school," she said.

"But the students are not aware of the addictive potential of these devices, and adults may be slow to recognize the problem. The phenomenon is worse in Beijing, because it is such a digital city."

She said students must strengthen



Experts and scholars discuss trends in Internet addiction at the forum.



88 percent of students have normal Internet use habits; 1.4 percent are addicts; 10.6 percent are considered "heavy users."

Photos provided by Zhao Jing

their communication skills in real life, and that the Internet is only an avenue for entertainment.

"Excessive dependence on social networks prevents people from maturing. Some students like to chat with people they do not know so that they have a sense of security," she said.

"When a chat ends, they experience mild frustration. Most of them are hungry for attention."

Wang's first research on teen Internet addiction was based on questionnaires distributed to 602 middle school students across Beijing's nine districts in 2002. It found that 14.8 percent of teens were addicted to the Internet.

Her presentation at the forum was

based on the Annual Report on the Cyber Lifestyles of Students 2012. This study sent questionnaires to 28,703 students from 118 primary and middle schools in eight districts.

With 1.4 percent of the students found to be Internet addicts, the trend seems to be on the decline.

But Wang said the decline was more attributable to an improved methodology that considers other psychological factors rather than merely counting time spent connected to the Web.

Wang's presentation was part of the five-day China International IAD Summit Forum and Fourth National Fair on Helping Minors Prevent and Recover from Internet Addiction.

The event, which began on November 24, was organized by the China Youth Internet Addiction Research Institute, the Organizing Committee of China Youth Spiritual Growth (From Ten to Millions) Project and the summit's own organizing committee.

Experts and scholars from the US, Holland, Korea, Japan, Canada and other countries, as well as more than 300 youth network psychology teachers from 80 Chinese cities, attended.

"Internet addiction tends to be stable at the moment. We expect it to increase only gradually," Wang said. "Our research is mainly about ways to prevent the trend from becoming too serious. Once a real addiction develops, the child or adult may require psychological treatment."

Future studies will focus on social networks, network novels, microfilms and the culture of online games.

"We will continue our efforts to expand Internet addiction awareness, to develop better methods for intervention, prevention and recovery," said Zhao Jing, director of the Service Center of China Youth Spiritual Growth (From Ten to Millions) Project.

## Dance away addition

By Liu Xiaochen

Dance may be the answer for serious Internet addicts, says Zvika Frank, a dance therapist from the Netherlands.

"I make a clear distinction between habits and addictions. Smoking is an addiction, not a habit. A habit is a repetitive behavior," Frank said. "When you are addicted to something, you will feel severe discomfort when you stop."

And this is where dance therapy can help, he says.

"We need to make people aware of the effects of a whole day spent sitting

in front of the computer. Many people suffer from pains because they don't realize how they are sitting at the computer or playing with their phones."

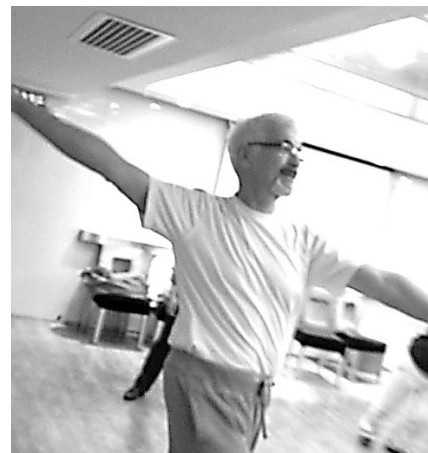
Frank was born in the Netherlands and grew up in Israel. He went back to the Netherlands to study dance therapy. For the last 28 years, he has been teaching dance therapy to gambling, drug and alcohol addicts.

Frank has been invited to China to treat people several times since 2006. Since 2011, he has been involved in workshops and salons to bring dance therapy to China.

"The body is our home. When you are playing with your mobile phone, you forget about your body. And if you forget your body, you forget yourself," he said.

Dance therapy is a non-verbal psychological therapy that helps to break repeated actions.

The forum also introduced other therapies such as Growth Regression Therapy for Teens by Guo Tiejun, the TAPL Fast Learning Method for Students by Lü Ming and the Psychology Analysis Consulting Method for Teens by Xuan Tingkui.



Dance could help Web addict kick the habit Photo provided by Ma Hongyun



# Elderly lead in nation's outbound travel boom

By Bao Chengrong

Retirees in China are willing to spend time and money on traveling, particularly long-distance "deep tours." The increasing demand creates a big potential market for travel agencies.

## Pioneer travelers

Zhang Zhiwu never expected he would be teaching Chinese to students at the Confucius Institute at the University of Novosibirsk.

The 64-year-old man recently finished his six-month journey to 17 countries in Asia and Europe by recreational vehicle (RV). He got his first driver's license at 60 and bought a secondhand RV two years later.

He took a winding road up to the ruins of Stilwell Road, a strategic military route that connected India and Myanmar during World War II. To experience wars, he went to Cambodia when the country clashed with Thailand.

Zhang made his first tour outside Southeast Asia last year. Unable to communicate in any of the local languages, he found ways to express himself through body language.

During his five-month tour of Europe, he spent 50,000 yuan; gasoline alone cost 33,500 yuan.

"Retirement was the beginning of my new life," Zhang said. "I have always been interested in history. The journey gives me a chance to see the world's heritage with my own eyes."

Zhang is not alone.

Another elderly couple started touring the world three years ago and have already visited every continent, including Antarctica.

"My husband and I chose to explore the world rather than living a boring life during our final years," said Wang Zhongjin.

"I think a lot of people share this dream but are afraid to take the first step. To them I say, as long as you have the courage and confidence, you can do it."

Wang said she and her husband planned to sell their house if they ran out of money for their travels.

## New consumption

Dai Bin, president of China Tourism Academy, said 70 percent of China's retirees want to travel and 17 percent draw a pension high enough to open up expensive and exotic routes.

Pensions are increasing. The total pension payout reached 838 billion yuan two years ago, and is expected to exceed 2.81 trillion yuan by 2020,



Zhang Guangzhu and Wang Zhongjin

Photo provided by Wang Zhongjin



A guide book for elderly travelers

said Yoko Marikawa, Japanese pension expert.

Retirees are spending 10 to 15 percent more than they did last year. However, less than 10 percent of their consumption demands are satisfied, according to research from the China National Committee on Aging (CNCA).

While elders used to be regarded as a low-consumption group with little spending power, many are starting to think about their own happiness rather than their chil-

dren's inheritance.

Travel is seen as an efficient way for them to pursue their dreams and improve their quality of life.

## Potential market

China has more than 185 million people older than 60 – a number expected to balloon to 200 million by 2015.

Many travel agencies see market potential in tailoring their products for old travelers heading abroad.

More than 40 percent of the outbound travelers in Shanghai this year were elderly, according to the city's airport inspection station.

Noticing the trend, Jingsefu Travel Agency turned its focus to international tour products for old customers last year. It offers an 11-day tour to India and Nepal. The India route includes the Lotus Temple and Taj Mahal, sexual sculpture groups in Khajuraho and a canoe trip down the Ganges.

Zhang Lei, manager of U-tour, said older tourists prefer middle- and long-distance tour products. Its most popular routes are in Europe.

Wang Chen, manager for European routes at China Travel Service, said the tours are especially popular with elderly travelers – especially when there is an off-season discount.

Trips to France, Italy and Switzerland cost around 15,000 yuan. While it's not cheap, those with high

pensions are willing to pay.

The mode of travel is another important consideration for older travelers. Caissa Touristic cooperates with Costa for its cruise tours to Singapore and Malaysia, and with Royal Caribbean for cruise tours of the Caribbean and eastern US seaboard.

U-tour also offers Gold and Silver wedding anniversary cruises. The agency collects pictures of each couple to display on the journey. It also arranges for photographers to take photos of the couples.

"It was our first outbound tour, and the theme activities impressed me," said Zhang Chongwen, a participant of the anniversary ship tour this year.

However, there remains a big gap between China's elderly travelers and those in developed aging countries.

While many old people in the US can afford expensive travel products, very few people in China have comparable pensions, said Wei Xiang, a professor who studies leisure economics at Beijing International Studies University.

Given the average Chinese pension level, Wei suggested that nearby spas may be more appealing to the majority of old people.

Meanwhile, Wang and her husband are preparing to set off for another trip to see the wildebeest and zebra on the African savannah.

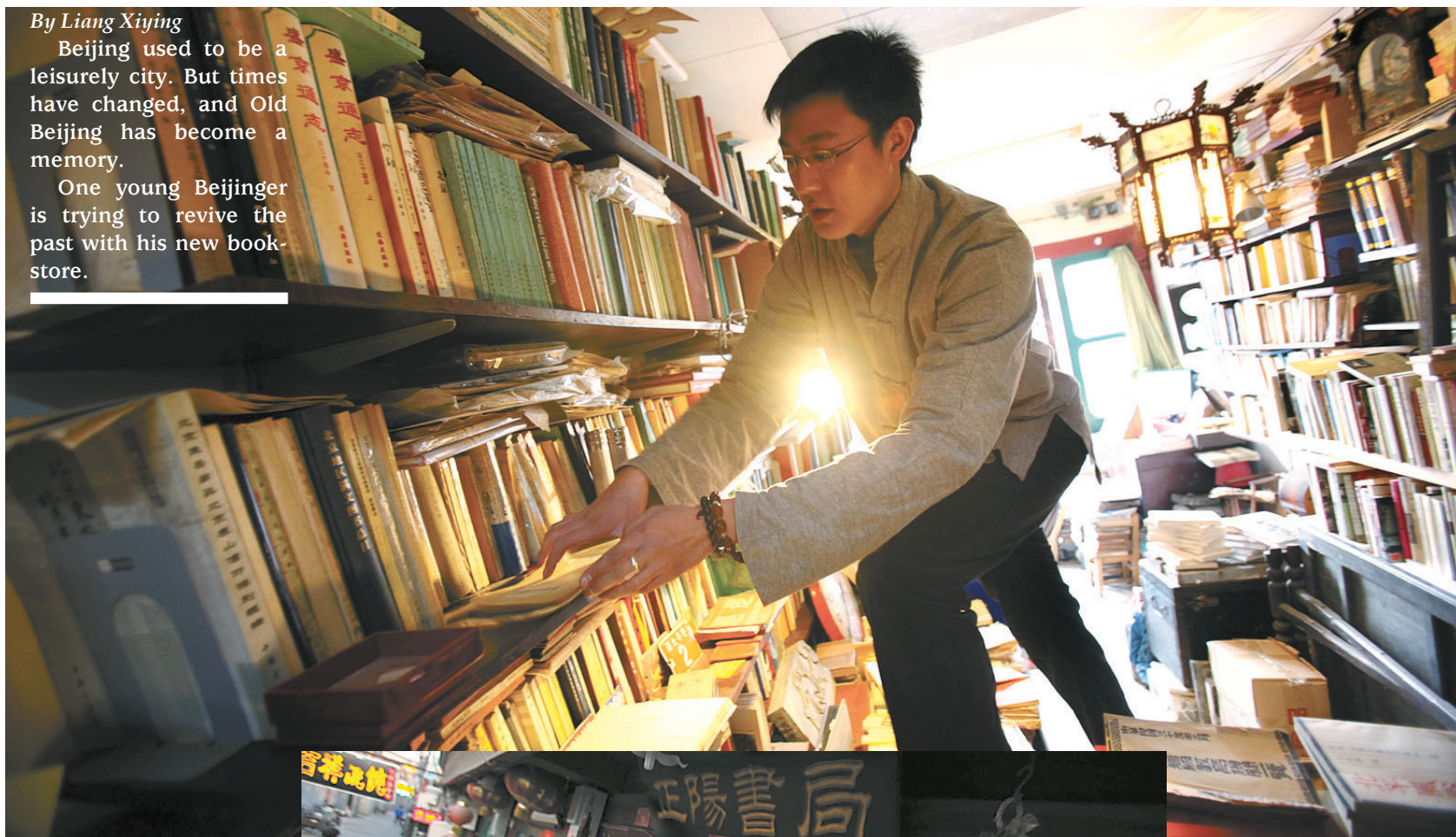


# A Beijinger's bookstore

By Liang Xiying

Beijing used to be a leisurely city. But times have changed, and Old Beijing has become a memory.

One young Beijinger is trying to revive the past with his new bookstore.



Zhengyang Bookstore is located in the Langfang Ertiao Hutong near Dashilan. A wood plaque bearing its name hangs above the door.

Inside, the world goes quiet. The crowded and small store has shelves filled with old tomes. Behind the counter sits Cui Yong, the owner.

Cui speaks with a strong Beijing accent as he introduces his store. When it comes to his collection, he has a hard time concealing his pride. It's easy to imagine him sitting with a birdcage instead of a computer.

When he was a child, Cui lived with his parents and grandparents in a courtyard near Dashilan.

His grandfather raised flowers and birds, like most old men. Cui often walked with his grandfather in the courtyard or the garden. Life was leisurely and interesting.

It was in 2008 that everything changed, and his family was required to vacate the courtyard. While cleaning, they found many things left by his great-grandfather, including a memoir and a collection of old photos.

In the old picture, the mother of his great-grandfather sits in the center, holding his father. Four generations lived together in their courtyard home.

The father of his great-grandfather was Hanlin, a member of the Imperial Academy at that time. He was



Photos by Wu Hailang



This picture of the Cui Family, taken a century ago, inspired Cui Yong to preserve history with his bookstore.

the tutor of the Xuanton Emperor.

Cui realized it was the first and last chance he would have to learn his family's history.

Cui has loved books since he was very young. When he saw the thousands of old books stacked in the courtyard, anger and sorrow filled his mind. He wanted to preserve his family's history and give the books a new home.

That's when he decided to

open a bookstore.

His parents were anxious when Cui left his job as a computer engineer to open a bookstore. His father threatened to "break his legs."

Even after the Zhengyang Bookstore was hailed as a symbol of Beijing, his parents expected Cui to return to a "normal life." In his parents' eyes, a well-paying job and happy marriage were far more important than a

bookstore.

But Cui was determined.

Zhengyang Bookstore opened in April 2009. During its rough start, Cui read many books about his family and Beijing, and gradually expanded his goal to include preserving the city's history.

Cui began to collect old items from individuals, the antique market, overseas auctions, bookstalls and salvage stations.

Zhengyang Bookstore's books cost between several yuan to several thousand yuan. Some books are not for sale. The store's most precious book, displayed in the shop window, is the *Ri Xia Jiu Wen*, the first book ever published in Beijing in 1688.

But even after being featured in several travel presentations about Beijing, Cui's earnings remain limited.

"I have invested all my savings in this bookstore. Now I only earn enough to keep scouting for more items," Cui said.

During our interview on Saturday, only seven customers visited the store. Most were more interested in taking photos and talking about its reputation than buying books. One man noisily tossed books around on the shelves and asked Cui to make a few recommendations. Cui merely frowned and kept silent.

Many customers are even worse, breaking items and offering no compensation. "Maybe it's the trend. People have lost their appreciation for paper."

But no matter how times change, good readers won't vanish.

One old man sat quietly for a long time, reading to himself. After he left, Cui told me he was a member of the Beijing Writers Association who came often to gather information. Being able to help readers who care about Beijing's history is what keeps Cui going.

At 9 pm, Cui prepares to close the shop.

The bookstore is his home now, and his whole life is about the store. He said he sees being the storekeeper as his life's work.

"My only interest is reading. I can't imagine that any job would make me happier."

## Zhengyang Bookstore

Where: 76 Langfang Ertiao Hutong, Qianmen Dajie

Open: 9 am - 10 pm

Tel: 6303 9616



# Experimental artist's award-winning Shanghai exhibition comes to Beijing

By Celine Lin

Jiang Zhi, a prolific male artist now in his 40s, was a pioneer of experimental art in China in the 1990s – and one of the most sought-after. This year, he's taken part in four group shows – including the large-scale 4th Guangzhou Triennial and 9th Shanghai Biennale – and has had four solo exhibitions.

In recognition of his work – specifically *Unaccustomed Time* – Today Art Museum and Credit Suisse awarded Jiang the 3rd Today Art Award. Jiang received the award at an event organized by *Oriental Art Masters Magazine* on November 3.

*Unaccustomed Time* is an installation that features a pair of easels facing one another. On one is an unveiled painting, while on the other is a two-minute-long video played once every hour.

"The blank screen for 58 minutes is followed by an explosive sound," Jiang said. "We live in an era in which people believe in the maxim that time equals wealth and power. The blank screen represents a waste of time."

Jiang said it also symbolizes capitalism, which has constructed a world in which people believe in efficiency.

"Waiting is backward and destructive," he said. "Greatly but unconsciously influenced by

capitalism, we are thrown into a frequent state of nervousness and a need for speed. Because of capitalism, our impulse is to divide time into two categories: useful and useless."

Jiang said that in life, as in art, there are always accidents that disturb the peace.

The panel of judges for the Today Art Award consisted of prominent curators Hou Hanru, Huang Du, Zhang Qing, Tomas Rose, Andre Rogger and Zhang Zikang. They concluded that Jiang's works focuses "on various social and cultural topics. His works are full of his personal features."

"Jiang expresses his unique understanding and attitude toward life," Hou said. "He is not confined to the personal affections and cultural attitudes that can arouse the audience's sympathy."

He said that Jiang's works focus on the "intense relationship between art creation and social reality" from the perspective of individuals and society.

Jiang's works give visitors unexpected surprises and make them rethink the significance of life. Hou, the panel



Jiang Zhi



Unaccustomed Time, installation



of judges said.

His current solo exhibition, *Strait is the Gate*, is in Magician Space (Gallery) in 798 Art Zone. It kicked off earlier this month and includes three works, "The Light of Transience," "Voice" and "The Quiet Bodies," all of which were exhibited earlier in Shanghai.

Veronic-Ting Chen, who curated his exhibitions in both Shanghai and Beijing, has been following Jiang's work for a long time. He gave the artist an

idea to turn "Voice" – a collection of birthday cards carried over music – into a political and public work.

"Shanghai Biennale opened on National Day, on which it had a chorus sing the patriotic songs," Jiang said. "After brainstorming with Chen, we attempted to make some connections between his work and the ongoing events."

The plan was to organize a "birthday concert" throughout the night, with no audience.

The next day, viewers would only be met with silence, as if they had missed a big event.

While the title of Jiang's small show in Shanghai was *In Our Time*, an Ernest Hemingway book after, the name of the Beijing exhibition, *Unaccustomed Time*, was taken from Andre Gide's novel about love between a man and woman.

In this show, "Voice" is no longer cards sticking to a wall; instead, it's a video retrospective of the past event. Used fireworks casings are stacked together like children's building blocks to form skyscrapers. Looking from above, the blocks form the word "love," which pays homage to Gide's work.

"We repeat, because repetition seems to be the only way of expressing desire," Chen said. "By endlessly longing for some-thing, people gain a sense of satisfaction from it."

Another work, "The Light of Transience," comes from Jiang's discovery of a reflective light on a piece of cellophane on December 27, 2010. The next day – on the day that his wife died – the light reappeared, and Jiang recorded the incident. The video is 40 minutes of tranquility, expressing the artist's feelings about transience.

The exhibit will last until December 30.



Photos provided by Today Art Museum and Magician Space



“A man can never manage to shun his first love, even if he never returns to his native land”



## A soul-rattling first love affair



By Chen Nan

Millions of rural youths rush to the city each year to study and then to live. Altered by their new environment and habits, how do they regard what they've left behind?

Director Huo Jianqi may not have at a definitive answer to this central dilemma: how does a young man absolve himself of the guilt of abandoning his lover? But the film *Nuan* nonetheless covers impressive range, and the questions may not need answers.

*Nuan* is based on Mo Yan's 1985 novella *White Dog Swing*, in which rural youth go to the big city. An old affair between the protagonist and a girl named Nuan is the central focus, as it forces the characters to come to grips with the hometowns they've left.

Crisscrossing narrative lines appear in the film. Huo's screenplay stretches across decades, and hashes out the idea that altered environments mold men but don't affect their memory.

The film travels back in time through the memory of Lin Jinghe, who is a college graduate with a decent job in a big city. In flashbacks, a young Lin in the southern countryside is obsessed with Nuan.

But one day, Nuan falls in love with an opera actor from the city. Soon, the actor is gone, his yard emptied out. However, he promises to take Nuan to the big city someday.

Nuan waits for him to return, but when there is no news, Nuan decides to accept Lin. But in an accident, she breaks her leg and turns into



a cripple.

Before Lin goes off to college, he promises to return and take Nuan to the city with him.

The affair is doomed, of course. He doesn't return to the country again for 10 years.

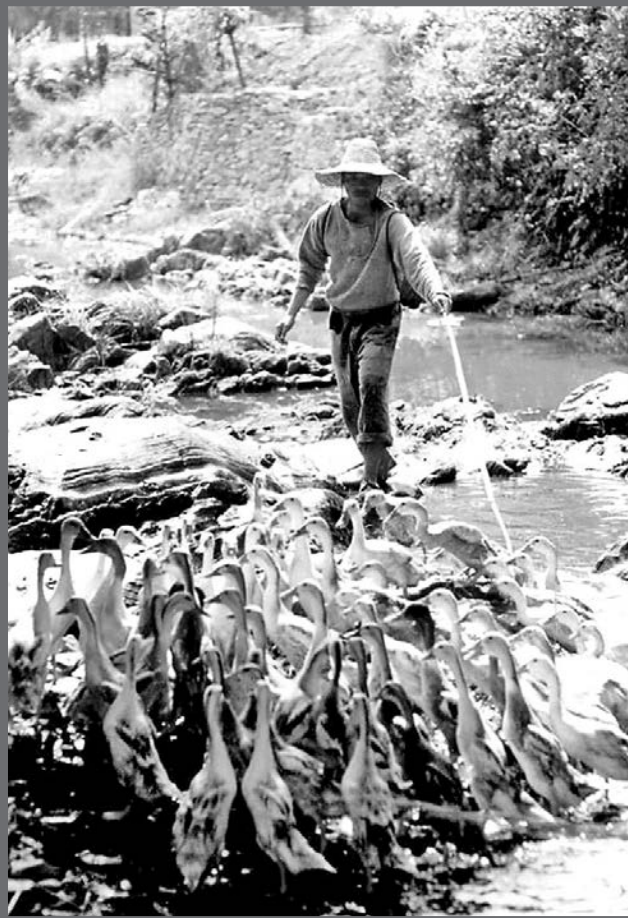
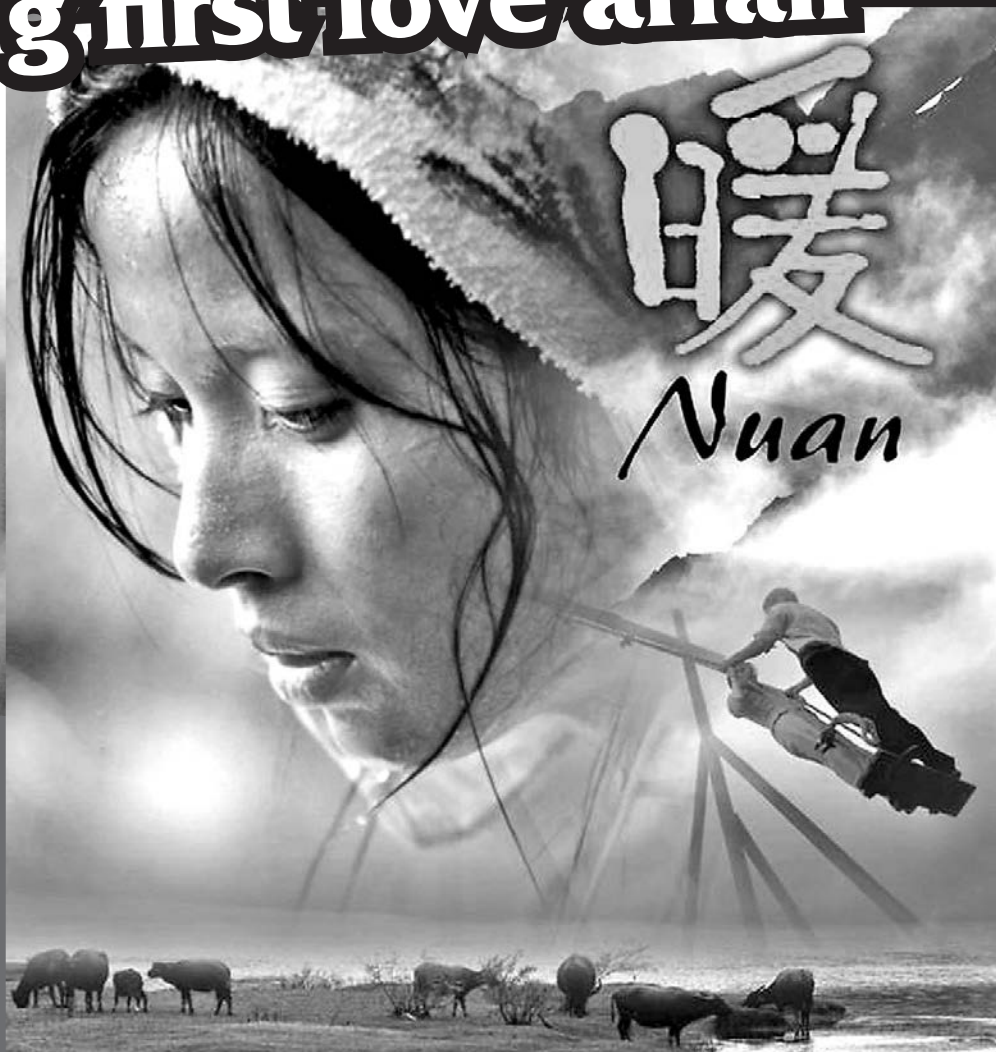
Nuan is unprepared for this second disappointment.

When Lin finally returns, he is shocked to see Nuan married to a deaf-mute man and raising a daughter.

Nuan treats Lin with remote politeness. She stoops, yet is more assured and dignified, less fearful.

Lin, however, is racked with guilt as he reminisces over a decade of lost time.

"I think the movie demonstrates a fact of human nature: most people, most of the time, all over the world, only remember the best parts of the past, and nostalgia is



Photos provided by Huo Jianqi

universal," Huo said.

The deaf-mute man, dressed in shabby clothing, dotes on Nuan. He watches

her on the street and cares for her, though he is never able to articulate his feelings.

The movie is aided by its

score, by San Bao, which works overtime to crank up the poignancy and emotion resonance of the final part.

"A man can never manage to shun his first love, even if he never returns to his native land," the director said.

While the plot may seem bleak and sad, there is nonetheless a feeling of warmth. The film's images are visually arresting, particularly the early scenes that depict young love and youthful idealism.

Huo chose to film in Wu Yuan, sometimes called China's "last Shangri-la". The director said he wanted China's classic scenery particularly the kind in southern towns.

This was Huo's second time adapting a work by Mo Yan, who received the Nobel Prize in Literature last month.

His first adaptation was of the book *Postmen in the Mountains*, about the life of postal workers and depicting a relationship between father and son, humanity and nature.

Both of these films have received multiple nominations and awards.



# Weekend brunches with good service

By Annie Wei

It can be difficult leaving your comfortable home during winter time, especially at night when it's cold and hard to get a cab.

Best to leave your dining experiences for the weekend and brunch with friends.

This week, *Beijing Today* visited two brunch spots – The Temple Restaurant and The Feast at Jiuxianqiao.

## The Temple Restaurant – leading French cuisine with beautiful environment

As one of the leading French restaurants, The Temple Restaurant is a must-go for people who like a nice dining environment and quality service.

It's located in a renovated temple whose courtyard was a monochrome TV factory during the Cultural Revolution. All around are hutong that give off a strong Old Beijing vibe.

Lots of diners go for its Sunday brunch. There are two options: 298 yuan for five-course and 368 yuan for eight.

For seafood, fresh and tender oysters (3 pieces) are recommended as they are imported from either France or Australia.

We tried both soups, abeef consomme, vegetable and quail egg soup and a chestnut soup with cream and fennel. We liked the latter one better as it's stickier and more flavorful.

We like its ravioli, mushroom with cheese sauce. Its strong mushroom aroma and use of finely chopped cabbage is similar to popular local dumplings stuffed with cabbage and pork. For the main course, the sea bass was well made and tender; lamb chop is also a good option, better than beef sirloin, in our opinion – juicier and more tender.

The free bakery and dessert were a bit too average, but the marshmallow was good. The pink one is nice and fragrant, and makes you feel like you're eating a real rose.

### The Temple Restaurant

Where: 23, Shatan Bei Jie, off Wusi Dajie, Dongcheng District

Open: 11:30 am – 2:30 pm, 6-10 pm

Tel: 8400 2232



White wine poached shrimps and avocado



Lamb chop with ratatouille and rosemary sauce



Chocolate cake with chestnut and rum ice cream

Photos by Yu Tingmei



Inside Feast

Photo provided by The Swire Group

## The Feast – brand new with lots of options

After the success of The Opposite House at Sanlitun, the Swire Group launched another commercial project at Jiuxianqiao, close to the airport and 798 Art District.

Unlike the trendy and arty places at Sanlitun, its new branch is business-oriented.

The Feast, the hotel's cafeteria and restaurant, serves a weekend brunch at 168 yuan for two courses and 208 yuan for three.

Aside from that, one can enjoy the buffet along the long open kitchen, which serves Chinese and Western food, fresh salad, Cantonese soup,

steak, pizza, seafood and dessert.

### Feast

Where: 2/F, The East Beijing Hotel, 22 Jiuxianqiao Lu, Chaoyang District

Open: 11:30 am – 3 pm (brunch), 5:30-10:30 pm

Tel: 8414 9820

### Pearson Longman English World

full of / full / taken

- ✓ All the seats were full.
- ✓ All the seats were taken.



- The first sentence sounds as if each seat had several passengers.
- You can simply say that all the seats were 'full' or that they were 'taken'. It is obvious they would have passengers in them, so there is no need to mention that.

favourite / most favourite

- ✗ Badminton is my ~~most~~ favourite sport.
- ✓ Badminton is my favourite sport.



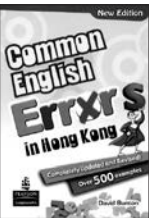
- 'Favourite' means the one(s) liked most, so cannot be used with 'most'.
- There can, however, be more than one favourite, i.e. liked equally but more than all others:
  - ✓ My favourite sports are badminton, swimming and football.

### Exercise

The following sentences are all ungrammatical. Choose which word is unnecessary and delete it.

1. Peking duck is my most favourite food.
2. On the plane, all the seats were full of people.

Answers: 1. most 2. of people



### Book title

Common English Errors in Hong Kong (New Edition) 是一本专门为香港初、中级英文水平的学生所编写的自学教材。本书指出并纠正大量本地学生所常犯的英文文法与字法使用上的错误，并附有非常生动活泼的插图，深受青少年学生的青睐。



# Shopping smart on cashmere

By Annie Wei

With year-to-year price hikes on cashmere, it's wise to invest in some quality ones from China. Make sure your cashmere products are stylish, classic and, most importantly, warm and durable.

However, cashmere shopping can be tricky. For example, you can find plenty of vendors at Silk Street, Yashow Market or Taobao who claim their "100 percent" cashmere costs less than 500 yuan – but are they reliable?

According to Erdos, the leading cashmere and wool yarn and apparel manufacture in China, the cost of cashmere yarn was 600 yuan per 500 grams two years ago, which means a quality cashmere sweater should cost at least 1,000 yuan at the out-of-factory price.

If you are looking for something more affordable, say, 50 percent cashmere and 50 percent wool or other materials, you risk quality problems. The lower the quality, the more little fuzzy balls will appear, especially underneath your arm. It can drive any picky customer crazy.

Nowadays, you can find lots of affordable cashmere clothing in many retail stores like J.Crew, said Yu Tingmei, an experienced shopper who plans to open a store selling select items from China and New York.

J.Crew takes online orders and ships



Double-layer cashmere coat

to China. "When I was in a J.Crew store in New York, the quality cashmere sweater prices went from \$400 or \$500 last year to \$600 and \$700 this year. The good ones always sell out quickly," she said.

For less expensive ones in the \$200 to \$300 range, you'll only get mixed

materials that aren't as warm as wool sweaters, Yu said.

Elde Zhang, designer and founder of Non Season, a cashmere brand and store at Sanlitun, said quality cashmere should exceed 35 millimeters in length.

It's impossible for consumers to tell at first sight. The shorter cashmere might feel soft and better, but it is more fragile, and sheds quicker. Fuzzy balls will also appear.

"Last year, I bought some not-bad cashmere sweater at 2,000 yuan from a vendor in Inner Mongolia. It sheds. A lot," said shopper Yu. This year, she sourced more expensive vendors and found there was a big difference.

"Some people say China can't produce long-length cashmere fiber due to the poor skill of spinners," Yu said. "But there are plenty of factories in China that make cashmere sweaters from imported Italian yarn."

Zhang agreed. Her brand Non Season uses a family-owned factory, which uses yarn washed in South Korea and spun in Italy.

Zhang's new collection this year is more colorful. Anyone interested should check out her store.

#### Non Season

Where: A320, 3/F, Nali Patio, 81 Sanlitun Jiuba Jie, Chaoyang District  
Open: 1:30-10:30 pm  
Tel: 5208 6136



Purple dress, price to be determined



Big-sized cashmere scarf, price to be determined

Photos provided by Non Season

SHINING STARS FOR ALL REWARD

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